

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

The Wanamaker August Sale of Furniture Has Been a Matter of Amazement to the Whole Retail Trade

It has been a matter of amazement to the furniture manufacturing business. It has been a matter of encouragement to the commercial interests of the United States.

In spite of pessimists and of those who spoke of hard times this has been the greatest August Sale in all our history.

Which means that it has been the greatest August sale of furniture that has ever been held in any store.

It proves that the spirit of the nation is not depressed and sluggish, but is active and courageous. That people are making new homes and are improving homes that are already made.

Here we are at the last day with an unexampled stock of furniture.

It is without a doubt the largest in America offered at retail.

It is without a doubt unequalled for its quality and its variety.

It is without a doubt at lower prices than furniture anywhere nearly approaching it in character can be found for elsewhere.

People have just one more day to choose from this fine stock at the reduced prices of the August Sale.

There will be no August Sale in September.

(Fifth and Sixth Floors)

Wisdom Can Be Learned From Living Examples

better than from books, which, in the main, only speak to our eyes. Alas, that most of us forget so soon!

Write down the names of the persons you know best who have proved their good judgment by what they have done; also the names of others you do not know of whom you have heard as having won in the race, and study them one by one, not from a distance, but by a modestly solicited interview, and be sure to first state your purpose.

[Signed]

John Wanamaker

August 30, 1921.



"Diana" Makes Her Bow—A New Frock for Girls and Young Women

"Diana" is a girlish model in fine Poirer twill or canton crepe.

The waist blouses and is gathered to a front yoke effect. Grosgrain ribbon of contrasting color binds the becoming collar, the sleeves and the pockets, and finishes in pretty loops and ends. The sash is ribbon one side, dress material the other.

"Diana" is beautifully tailored and will make an ideal school, street or business dress for girls of 14 to 20.

Its price is \$39. It may be had in dark blue twill with ribbon in self-color, tan or king's blue; or in navy, brown or black silk crepe, with ribbon in tan or gray.

(Young Women's Store, Second Floor, Chestnut)

Clearaway of Young Women's Silk and Cloth Dresses

Wonderful Values at \$10 to \$25

All are marked at about half original prices—some less than half.

They are late Spring and Summer models of tricolette, taffeta, Georgette crepe, charmeuse, serge and tricotine.

The silk dresses will be \$10, \$15 and \$25. The cloth dresses, \$15 and \$25.

All good street and afternoon dresses, and wonderful opportunities among them, in sizes 14 to 20.

(Young Women's Store, Second Floor, Chestnut)

JUST About the Last of Women's Knitted Capes

So that means that the new markings are as low as \$7.50 and \$10, and there is still plenty of time ahead in which such a cape will be most useful.

The knitted beach capes which are so much worn over bathing suits going to and from the water are all priced at \$7.50.

The finer capes for street and evening wear with fringed scarf collars are now \$10.

In both cases this is far below their former prices.

(First Floor, Central)

GOOD Practical Waists of Dark Striped Silks

Young women and older ones like these serviceable and good-looking waists to wear with dark cloth skirts. This year they will be more serviceable than ever because of their wearability with sleeveless cloth dresses.

Dark satin with soft-colored stripes, in a high-or-low collar model with long sleeves and buttoned cuffs, \$5.

Striped silk in blue-and-green and other combinations, in a Peter Pan model with narrow fluting around collar and cuffs, \$5.85.

(Third Floor, Central)

OPENWORK Glove Silk Stockings for \$1.50

Second grade, of course, or they would average three times this price.

Women who like fancy openwork glove silk hosiery in black, white or colors will soon buy up this lot.

(West Aisle)

NIGHTGOWNS to the Throat and Wrist

For women who like high-neck and long-sleeve gowns we have exceptionally good ones of cambric at \$1.65, \$1.75, \$1.85 and \$2. Tucked yokes with V or closed neck, and blind embroidery frills; or square neck without yoke.

A good high-neck nainsook gown with ribbon-run heading and several rows of hemstitched shirring, is \$2.50.

(Third Floor, Central)

Paris Sends Gorgeous Creations in the Form of Dress Trimmings

They really are creations—these first trimmings for the Fall and Winter frocks—creations of fringe, beads and more fringe!

Garnitures and belts drip with fringe—of chenille, jet beads, silk and crystal. One fascinating affair is of black silk cordelette and white ivory beads, the fringe being 31 inches long. Price, \$25.

Another belt has a front panel of black chenille fringe and rose-colored beads. Price, \$100.

Trimmings by the yard are no less colorful, being composed of the new square spangles, bugles and chenille. Wool and silk flowers threaded with metal, are shown in motif designs. Red is the predominant color note. Prices are \$9 to \$17 a yard.

There are other oddities—side panels of beads of chenille, bead girdles, jet and crystal garnitures, and metal flowers.

An 85-row width of straight row spangles in a new shade resembling tango is \$21 a yard. Shoulder straps to match are \$1.50 a yard.

(Main Floor, Central)

FITTED Suit Cases, Specially Priced at \$25

This is a remarkably low price for a fitted suitcase. Made of long-grain cowhide, dull finish, lined in assorted colors of moire, with 10 fittings of good quality.

The sizes of these overnight suitcases are from 16 inches to 22 inches. Well made and serviceable.

(Main Floor, Chestnut)

The Newest Fiction

"The Romance of His Life," by Mary Cholmondeley. Price, \$2. And other Romances. It is a collection of well-told adventures.

"The Trigger of Conscience," by Robert Orr Chipperfield. Price, \$1.90. Any one who enjoys mystery—especially the mystery of a murder—will enjoy this book to its very end.

"The Year of Delight," by Margaret Widdemer. Price, \$1.90. The delightful tale of a young girl with six million dollars all her own. Of love and life and laughter.

(Main Floor, Thirteenth)

COATING and Capping the Baby for Fall

It is certainly an important question—picking out baby's Fall outer-clothes. Good quality and moderate prices are what most mothers are looking for. And surely they will find both among the new little coats of cashmere, corduroy, crepe or broadcloth. They are nicely lined, and some of the more expensive models are trimmed with fur. The prices are \$3 to \$30. A few of the lot have been reduced. 1 to 3 year sizes.

The caps are very cunning—made usually of crepe de chine and trimmed with ribbon, lace, fur heads or tails, or hand embroidered. In white, light blue and pink. For the tiniest baby to 3 years. Prices are \$1 to \$6.50.

(Third Floor, Chestnut)

CORDUROY Breakfast Coats at \$6.75

Three-quarter length negligee and breakfast coats of good corduroy, in pretty shades of blue, old rose and wistaria. Lined throughout, and finished with pockets and narrow sash belt. Ever so pretty and unusually little-priced.

(Third Floor, Central)

\$1 for a Soft Hat for Man or Boy!

A clearaway of odd lots of men's and boys' soft felt and tweed hats.

All hats that have been much higher in price.

(Main Floor, Market)

Men's Cordovan Brogue Oxfords for Fall

The newest oxfords we have received for men are of mahogany cordovan with heavy brogue toes, full wing tips, brass eyelets and much perforation.

They have the customary wide shanks and low heels and a rawhide slip in the sole to keep the dampness out.

Price \$13.50.

(Main Floor, Market)

Initial Handkerchiefs for College Men

These are one of the best values we have in men's handkerchiefs; they are specials at 35c each.

The Irish linen is a nice quality, plain hemstitched and the initial is the long narrow style that so many men prefer.

(West Aisle)

"I TAKE My Pen in Hand"

But Milady doesn't tell the true reason why. She really wants to use her

New Stationery From France

which comes in quaint hand-colored boxes. It is made in three styles, all-white, one style having a colored edge, and all having lined envelopes. The quality is nice and the design very attractive. Prices are \$1.25 and \$1.50.

(Main Floor, Chestnut)

WOOL Dress Goods Remnants at Half Price

Many are in exactly the right length for children's school frocks and there are a very large number of heavier materials that would be just the thing for children's coats and women's skirts.

Some longer remnants also for women's dresses but not as many of these as the shorter remnants.

(West Aisle)

The Fall Bride-to-Be Has Started Choosing Her Silver

First of all, as a rule, she decides upon the pattern of her "small silver" and she could scarcely find a better place to make her selection than the Wanamaker Jewelry Store.

There is not only a very large number of fine period patterns in sterling silver here, but we have carefully chosen the best that is to be found.

Clovelly
Dorothy Quincy
Washington
Fairfax
Clermont
Chippendale

Heppelwhite
Mary Chilton
King Albert
Portsmouth
Lady Mary
Hamilton

Prices start as low as \$15 a dozen for teaspoons, \$30 a dozen for dessert forks, \$32 a dozen for dessert knives and \$39 a dozen each for table-spoons, dinner knives or dinner forks.

(Jewelry Store, Chestnut and Thirteenth)

EARLY Autumn "Hikes" With a Camera

are productive of some of the most delightful pictures.

Brownie cameras, \$2 to \$5.
Folding pocket Brownies, \$9 to \$17.50.
Folding pocket Kodaks, \$8 to \$109.50.
Graflex cameras, \$97.50 to \$297.50.
Fresh films for cameras of all sizes.
Photograph albums, 18c to \$6.50.

Or any other things a photographer needs, as well as expert developing and printing.

(The Gallery, Juniper)

A NEW Umbrella for School Days

That's one good thing about going back to school—one does get a number of new clothes and things!

These umbrellas, for boys and girls, are just about as smart as umbrellas could be—they have straight posts with bakelite rings, or silk cords, or amusing carved dogs' heads—exactly like the ones mother and father carry. The sizes are 18 inch to 24 inch.
Fine cotton umbrellas, \$1 to \$3.50.
All-silk umbrellas, \$5 to \$10.

(Main Floor, Market)

FACETED Beads of Charming Color

A lovely, almost transparent red, an imitation topaz and imitation amber are the three hues adopted by these graduated necklaces. There are several lengths, and the prices are \$5.25 to \$15.

(Jewelry Store, Thirteenth and Chestnut)

The Four Great Sales on the Fourth Floor Start on Thursday

HOUSEWARES CHINA GLASSWARE LAMPS

Amazing reductions in prices for things of unsurpassed qualities.

The New Plaited Felt Sports Hats From Paris

will appear tomorrow morning among all the other smart sports hats.

Wool, felt or narrow ribbon is braided or plaited together in two contrasting colors to fashion these jaunty little round hats. There is cherry-and-navy, navy-and-tan, bright blue-and-black, and other combinations. Ribbon trimmed, they are priced from \$15 upward.

With them are shown a number of other gay little sports hats of soft silky felt in apricot, tangerine, vivid blue and other bright colorings.

(Second Floor, Chestnut)

WOMEN'S Fine Shoes Coming in at Lower Prices

For example, here are new oxfords of chestnut brown calfskin from the finest maker of women's shoes in this city, to sell \$3 below what the same shoes were last season.

One has long wing tip and sawtooth perforations; the other a more conservative perforating and straight tip. Both have military heels and welted soles.

They are beautifully made and very smart street shoes. And the price of each is \$13 a pair.

(First Floor, Market)

The Spanish Fashion Brings in the Fringed Shawl



At the Paris races, some of the smart Parisiennes wore such shawls as these and it looks very much as though they will be taken up with enthusiasm by American women, along with lace mantles, high combs and other things Spanish.

These shawls have just arrived, pure silk-knitted shawls in the most fascinating shades of geranium red, navy blue, dark brown, gray, black and white. They have hand-knotted fringe and are \$32.

Larger shawls of Canton crepe, either white or black, some with very long fringe and some embroidered, \$25 to \$125.

(Main Floor, Central)

EXTRAORDINARY Silk Petticoats for \$5.50—Large Sizes Only

A petticoat maker's clear-out of good silk skirts such as we always sell at several dollars more.

Taffetas, messaline, and some silk jersey tops with taffeta or messaline flounces. A few black. Good street and afternoon colors, solid and changeable.

(Third Floor, Central)